

WHAT IS CLAIMED IS:

- 1 1. A method comprising:
 - 2 determining a measure of usage of a first feature on a first gaming device;
 - 3 determining a measure of usage of a second feature on the first gaming
 - 4 device;
 - 5 determining a first payment rate that is associated with a first party;
 - 6 determining a first payment amount based on the first payment rate and the
 - 7 measure of usage of the first feature;
 - 8 determining a first code based on the measure of usage of the first feature;
 - 9 initiating payment of the first payment amount to the first party;
 - 10 outputting the first code for transmission to the first party;
 - 11 determining a second payment rate that is associated with a second party;
 - 12 determining a second payment amount based on the second payment rate
 - 13 and the measure of usage of the second feature;
 - 14 determining a second code based on the measure of usage of the second
 - 15 feature;
 - 16 initiating payment of the second payment amount to the second party; and
 - 17 outputting the second code for transmission to the second party.

- 1 2. A method comprising:
 - 2 enabling a first feature for use on a first gaming device;
 - 3 determining a measure of profitability of the first gaming device,
 - 4 wherein the measure of profitability corresponds to use of the first gaming
 - 5 device while the first feature is enabled for use on the first gaming device;
 - 6 determining a difference between the measure of profitability and a
 - 7 benchmark measure of profitability;
 - 8 determining whether to disable the first feature based on the difference;
 - 9 generating an authentication code based on the use of the first gaming
 - 10 device while the first feature is enabled for use on the first gaming device;
 - 11 outputting the authentication code if the first feature should be disabled
 - 12 based on the difference.

- 1 3. The method of claim 2, further comprising:
2 disabling the first feature on a second gaming device if the first feature
3 should be disabled based on the difference.
- 1 4. The method of claim 2, further comprising:
2 enabling a second feature on the first gaming device if the first feature
3 should be disabled based on the difference.
- 1 5. The method of claim 2, further comprising:
2 enabling a second feature on the first gaming device if the first feature
3 should not be disabled based on the difference.
- 1 6. The method of claim 2, further comprising:
2 offering a product to a player in accordance with the first feature.
- 1 7. The method of claim 2, further comprising:
2 providing play of at least one game on the first gaming device in
3 accordance with the first feature.
- 1 8. The method of claim 2, further comprising:
2 determining an outcome in at least one game in accordance with the first
3 feature.
- 1 9. The method of claim 2, further comprising:
2 determining a payout for a player in accordance with the first feature.
- 1 10. The method of claim 2, further comprising:
2 determining a payout table in accordance with the first feature.

- 1 11. A method comprising:
2 determining a measure of usage of a feature on at least one gaming device;
3 determining a code based on the measure of usage of the feature;
4 determining a payment amount based on the measure of usage of the
5 feature;
6 initiating payment of the payment amount to a party having an interest in
7 the feature; and
8 transmitting the code to the party having an interest in the feature.
- 1 12. The method of claim 11, further comprising:
2 determining if the feature should be disabled on the at least one gaming
3 device based on the measure of usage of the feature; and
4 disabling the feature on the at least one gaming device if the feature should
5 be disabled.
- 1 13. The method of claim 11, wherein determining the measure of usage of the
2 feature comprises:
3 determining an amount of coin-in received by the at least one gaming
4 device while the feature is active.
- 1 14. The method of claim 11, wherein determining the measure of usage of the
2 feature comprises:
3 determining a period of time that the feature is active on the at least one
4 gaming device.
- 1 15. The method of claim 11, wherein determining the measure of usage of the
2 feature comprises:
3 providing at least one offer for a product to at least one player; and
4 determining a number of accepted offers of the at least one offer provided.

- 1 16. The method of claim 11, wherein determining the measure of usage of the
2 feature comprises:
3 providing at least one offer for a product to at least one player; and
4 determining a transaction amount based on at least one accepted offer of
5 the at least one offer provided.
- 1 17. The method of claim 11 wherein the authentication code includes sufficient
2 information such that the party having an interest in the feature may verify that the
3 payment amount was accurately determined based on the measure of usage of the
4 feature.
- 1 18. A method comprising:
2 determining a feature that has been active on at least one gaming device;
3 determining a measure of performance of the feature;
4 determining a code based on the measure of performance of the feature;
5 determining a payment rate that is associated with a party;
6 determining a payment amount based on the payment rate and the measure
7 of performance of the feature;
8 initiating payment of the payment amount to the party; and
9 outputting the code for transmission of the code to the party.
- 1 19. The method of claim 18, wherein the party is at least one of:
2 a licensor of the feature,
3 a developer of the feature, and
4 a vendor of the feature.
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1 20. The method of claim 18, wherein determining the measure of performance
2 of the feature comprises:
3 determining a first theoretical win based on play of the at least one gaming
4 device while the feature has been inactive;
5 determining a second theoretical win based on play of the at least one
6 gaming device while the feature has been active; and
7 determining an incremental theoretical win based upon the first theoretical
8 win and the second theoretical win.

1 21. The method of claim 20 wherein determining an incremental theoretical win
2 includes expressing the first theoretical win and the second theoretical win in a
3 common set of units.

1 22. The method of claim 18, wherein determining the measure of performance of
2 the feature comprises:
3 determining a first amount wagered at the at least one gaming device;
4 determining a second amount wagered based on play of the at least one
5 gaming device while the feature has been active; and
6 determining an incremental amount wagered based upon the first amount
7 wagered and the second amount wagered.

1 23. The method of claim 22 wherein determining an incremental amount wagered
2 includes expressing the first theoretical win and the second theoretical win in a
3 common set of units.

1 24. The method of claim 18, wherein determining the measure of performance of
2 the feature comprises:
3 determining a measure of profitability of the at least one gaming device.

1 25. The method of claim 24, wherein determining the measure of profitability of
2 the feature comprises:
3 determining an amount wagered at the at least one gaming device while the
4 feature has been active; and
5 determining an amount paid out at the at least one gaming device while the
6 feature has been active.

1 26. The method of claim 25, further comprising:
2 determining a difference between the amount wagered and the amount paid
3 out.

1 27. The method of claim 24, wherein determining the measure of profitability of
2 the feature comprises at least one of:
3 determining an average amount wagered per player at the at least one
4 gaming device while the feature has been active;
5 determining an average amount wagered per play at the at least one gaming
6 device while the feature has been active;
7 determining an average amount wagered per unit of time at the at least one
8 gaming device while the feature has been active; and
9 determining an average rate of play at the at least one gaming device while
10 the feature has been active.

1 28. The method of claim 18, wherein determining the measure of performance of
2 the feature comprises:
3 determining an amount of coin-in received at the at least one gaming
4 device.

1 29. The method of claim 18, wherein determining the measure of performance of
2 the feature comprises:
3 determining a period of time that the feature has been active on the at least
4 one gaming device.

1 30. The method of claim 18, wherein determining the measure of performance of
2 the feature comprises:

3 determining a number of the at least one offer provided to at least one
4 player in accordance with the feature,
5 wherein the at least one offer was accepted.

1 31. The method of claim 18, wherein determining the measure of performance of
2 the feature comprises:

3 determining a transaction amount corresponding to at least one accepted
4 offer,
5 wherein the at least one accepted offer was provided to at least one player
6 in accordance with the feature.

1 32. The method of claim 18, wherein determining the measure of performance
2 of the feature comprises:

3 determining a theoretical win based on play of the at least one gaming
4 device while the feature has been active.

1 33. The method of claim 18, wherein determining the measure of performance of
2 the feature comprises:

3 determining an amount wagered based on play of the at least one gaming
4 device while the feature has been active.

1 34. A method comprising:

2 accumulating data relating to usage of at least one feature of a gaming
3 device;
4 generating an authentication code based on the data; and
5 outputting the authentication code to an operator.

- 1 35. A method comprising:
2 receiving data relating to usage of at least one feature of a gaming device;
3 receiving an authentication code based on the data; and
4 verifying that the authentication code corresponds to the data.
- 1 36. The method of claim 35 further comprising:
2 outputting a message that the authentication code corresponds to the data.
- 1 37. The method of claim 35 further comprising:
2 outputting a message that the authentication code does not correspond to
3 the data.
- 1 38. A method comprising:
2 receiving data relating to usage of at least one feature of a gaming device;
3 receiving a first authentication code previously generated by the at least one
4 gaming device;
5 generating a second authentication code based on the received data;
6 comparing the first authentication code to the second authentication code;
7 and
8 outputting an indication of an authenticity of the received data based upon
9 the comparing.